

ARTICLE 24. SIGNS

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24.1 PURPOSE

The purpose of this Article is to establish a framework for a comprehensive system of sign controls governing the display, design, construction, installation, and maintenance of signs that will:

- A. Promote and protect the health, safety, and welfare of the City by ensuring the compatibility of signs with surrounding architecture and land uses.
- B. Create a more attractive business and economic climate by enhancing and protecting the orderly and effective display of signs.
- C. Discourage an excessive number of signs, and unsightly and inappropriate signs.
- D. To protect the public from hazardous conditions that result from the indiscriminate use and placement of signs, structurally unsafe signs, signs which obscure the vision of pedestrians or motorists, and signs which compete or conflict with necessary traffic signals and warning signs.

24.2 SIGN DEFINITIONS

Definitions for different sign types and sign regulations are located in Article 26.

24.3 SIGN REQUIREMENTS IN HISTORIC DISTRICTS

Signs in the historic districts are also subject to the historic district regulations.

24.4 SIGN PERMIT REQUIRED

- A. Unless specifically permitted as an exempt sign by this Article, it is unlawful for any person to erect, relocate, or structurally alter any sign without first obtaining a sign permit. The Director of Department of Safety and Permits may revoke any sign permit where there has been a violation of the provisions of this Ordinance or misrepresentation of fact on the sign permit application.

B. The following activities are exempt from sign permit requirements:

1. Changing of advertising copy or message on an existing legally permitted or legal nonconforming changeable copy sign, billboard, or similar approved sign, whether illuminated or non-illuminated. Illumination of currently non-illuminated billboards are also subject to the standards of Section 24.14.
2. Painting, repainting, cleaning, changing permitted items of information, or other normal maintenance and repair of a sign, not involving structural changes or changes in the electrical components of the sign.

C. In no case is any sign or activity that requires an electrical permit exempt from sign permit requirements.

24.5 LOCATION RESTRICTIONS

- A.** No signs, other than those placed by agencies of government or signs whose placement has been authorized by this Article or the Director of the Department of Safety and Permits may be erected on any public property. Any sign placed on public property without authorization may be removed without notice.
- B.** No signs may be placed on any private property without prior consent of the owner thereof and, where applicable, issuance of a sign permit.
- C.** No sign mounted on the exterior of a building may cover any windows, doors, or any architectural features.
- D.** No signs, other than life safety signs, may be mounted on a fence.

24.6 SIGN DIMENSION COMPUTATIONS

The following principles control the computation of sign dimensions.

A. Computation of Sign Area

1. For signs on a background, the entire area of the background is calculated as sign area, including any material or color forming the sign face and the background used to differentiate the sign from the structure against which it is mounted. Sign area does not include any supports or bracing. (Figure 24-1: Sign Area Computation)
2. For signs consisting of freestanding letters or logos, the sign area is calculated as the total area of each square, circle, rectangle, or triangle, or combination thereof, that encompasses each individual letter or logo. Sign area does not include any supports or bracing. (Figure 24-1)
3. Window signs printed on a transparent film and affixed to the interior or exterior of a windowpane are calculated as individual letters or logos, provided that the portion of the transparent film around the perimeter of the individual letters or logos maintains 100% transparency of the window. (Figure 24-1)
4. The sign area of a three-dimensional, free-form, or sculptural (non-planar) sign is calculated as 50% of the sum of the area of the four vertical sides of the smallest cube that will encompass the sign. (Figure 24-1)

B. Measurement of Sign Height

For freestanding signs, height is calculated as the vertical distance measured from the grade of the site where the sign is to be installed or the grade of the roadway, whichever is higher, to the highest point of the sign. Grade is considered the lower of the existing grade prior to construction or the newly established grade after construction. (Figure 24-2: Sign Height Computation)

FIGURE 24-1: SIGN AREA COMPUTATION

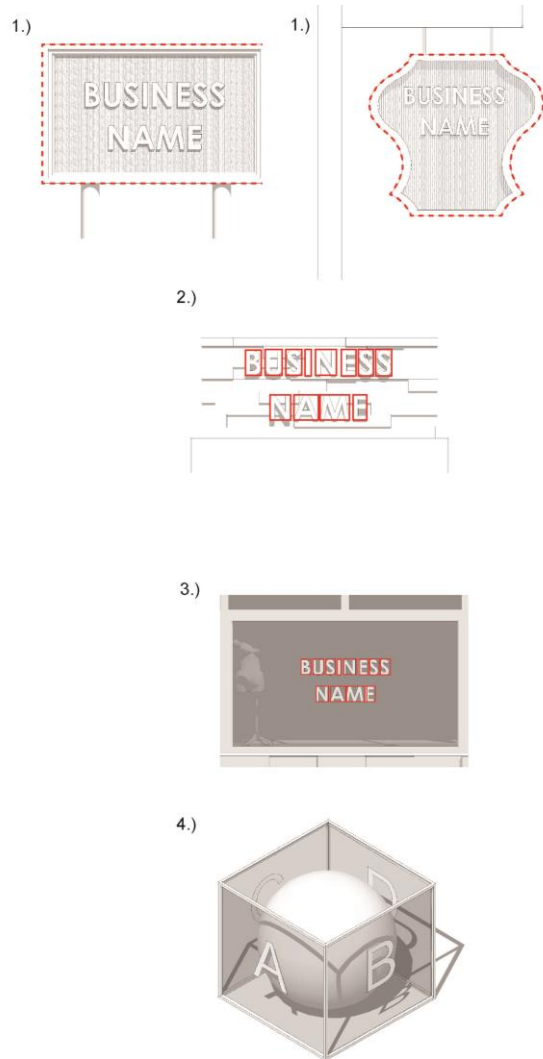
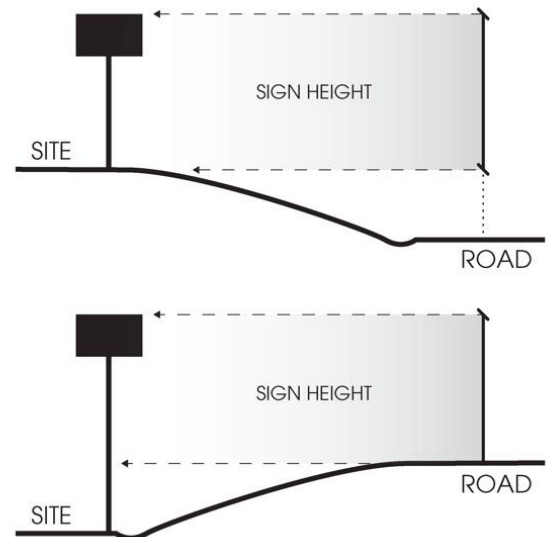


FIGURE 24-2: SIGN HEIGHT COMPUTATION



24.7 GENERAL CONSTRUCTION STANDARDS

A. Construction

All signs constructed, erected, modified, or altered shall comply with the provisions of this Article and all requirements of the City Code.

B. Sign Structure and Installation

Supports and braces shall be designed as an integral part of the sign. Supports or braces shall be hidden from public view to the extent technically feasible. All signs attached to a building shall be installed and maintained so that wall penetrations are watertight and the structure does not exceed allowable stresses of supporting materials.

C. Wind Pressure and Direct Load Requirements

All signs shall be designed and constructed to withstand a wind pressure and receive dead loads as required by the City Code.

D. Electrical Components

All electrical fixtures, devices, circuits, conduits, raceways, or apparatus used to illuminate, move or project any sign shall be installed and maintained as required in the City Code. All signs with an electronic component require an electrical permit and sign permit.

E. Glass

Glass forming any part of a sign shall be safety glass.

F. Lettering

All letters, figures, characters, or representations in cut-out or irregular form, maintained in conjunction with, attached to, or superimposed upon any sign shall be safely and securely built or attached to the sign structure.

G. Limitation on Items of Information for Permanent Signs

1. All permanent signs shall limit the number of items of information on any single sign face to no more than eight (8) items to prevent traffic hazards for passing motorists and to minimize the cluttered appearance of signs.
2. Each piece of information on a permanent sign is considered an item of information. For example, each of the following would be defined as one (1) item of information, including multi-word items: a telephone number, the name of the business, rate information, or the business logo. The street number address of the business is not counted as an item of information unless the street address is used as the name of the business.
3. In the case of electronic message sign, the electronic portion of the sign counts as one (1) item of information. In the case of a changeable copy sign, the area where the items of information are changed manually is also counted as one (1) item of information.
4. For a sign that contains a time and temperature component, the time and temperature component is not counted as an item of information.
5. All signs on a lot shall be related to services offered on the premises.

6. Rate information is a permitted item of information for gas station and parking lot uses.
7. Signs for multi-tenant commercial buildings that advertise the tenants of the development are limited to one (1) item of information per tenant within the development, which may exceed the eight (8) item limitation, in addition to the name and address of the development.
8. Directory signs, A-frame signs, banners, and restaurant menu board signs are exempt from the items of information limitation.

H. Data to be Posted

Every sign or other advertising structure shall have the date of erection, the sign permit number, and the voltage of any electrical apparatus used in connection with the sign either painted on the sign or by a metallic sticker applied to the sign. This information does not count toward the limitation on the items of information.

I. Sign and Premises Maintenance

1. All signs, and the premises surrounding the sign, shall be maintained in a clean, sanitary, and inoffensive condition, and free and clear of all noxious substances, rubbish, and weeds.
2. If the City finds that any sign is unsafe or insecure, is a menace to the public, or has been constructed, erected, or maintained in violation of this Article, the Director of the Department of Safety and Permits shall be immediately advised of such condition and give written notice to the sign permit holder. If sign permit holder fails to remove or alter the structure to comply with the standards of this Article, the sign may be removed by City at the expense of the sign permit holder or the owner of the property upon which it is located. The City may cause any other sign that is an immediate peril to persons or property to be removed summarily and without notice.

J. Illumination

1. All lighting shall concentrate the illumination upon the area of the sign to prevent glare upon the street or adjacent property. All sign illumination shall be designed, located, shielded, and directed to prevent both the casting of glare or direct light upon adjacent publicly dedicated roadways and surrounding properties and the distraction of operators of vehicles or pedestrians in the public right-of-way.
2. In the Vieux Carre Districts, the following illumination standards apply:
 - a. Internally illuminated signs are limited to an eighteen (18) inch separation between sign faces. Lighting fixtures and all light sources shall be a steady light concealed behind standard glass or other substance of equal or smaller light transmission factor, hoods, or a method deemed acceptable by the Vieux Carré Commission.
 - b. Illuminated signs shall conform to the following wattage restrictions to avoid concentration of illumination:
 - i. Signs measuring eighteen (18) inches by forty-two (42) inches are limited to one-hundred fifty (150) watts total for each sign. The wattage may be distributed evenly over the surface area of any one (1) side or over each of the two (2) sides of the sign, behind opaque glass. The same wattage maximum and even light distribution is required for an indirectly lighted sign.

- ii. Signs measuring twenty-four (24) inches by forty-eight (48) inches are limited to two-hundred twenty (220) watts total for each sign. The wattage may be distributed evenly over the surface area of any one (1) side or over each of the two (2) sides of the sign, behind opaque glass. The same wattage maximum and even light distribution is required for an indirectly lighted sign.
- iii. Signs smaller than eighteen (18) inches by forty-two (42) inches are limited to seventy-five (75) watts. The wattage may be distributed evenly over the surface area of any one (1) side or each of the two (2) sides of the sign using opaque glass over all light openings. In no case can a sign smaller than eighteen (18) inches by forty-two (42) inches using the maximum allowable wattage concentrate the emitted illumination through a smaller area on each side than one (1) foot square. The same wattage maximum and even light distribution shall is required for an indirectly lighted sign.

24.8 PROHIBITED SIGNS

It is unlawful to erect or maintain the following signs:

- A. Animated signs are prohibited.
- B. Balloon signs are prohibited.
- C. Electronic message signs and electronic display screen signs are prohibited. This does not include time and temperature components.
- D. Signs with flashing or blinking lights, or other illuminating device that has a changing light intensity, brightness or color, traveling/chasing or blinking lights, or rotating beacons are prohibited. Time and temperature components of signs are not considered flashing signs. This prohibition does not apply to the VCE and VCE-1 Districts.
- E. Signs with moving, revolving, or rotating parts or visible mechanical movement of any kind are prohibited. Street clocks with movable hands and barber poles are permitted. This prohibition does not apply to the VCE and VCE-1 Districts.
- F. Signs that display any matter in which the dominant theme of the material taken as a whole appeals to a prurient interest in sex, or is patently offensive because it affronts contemporary community standards relating to the description or representation of sexual matters.
- G. Any sign pasted or otherwise affixed to any tree, rock, utility pole, hydrant, bridge, sidewalk, curb or street, bench, or trash receptacle is prohibited. Logos and labels located on mechanical equipment, recycling bins, trash containers or dumpsters, which are part of the equipment as manufactured and/or installed, are not considered illegally affixed signs.
- H. Portable signs are prohibited.
- I. Roof signs are prohibited.

- J.** Signs placed or painted on parked vehicles where the primary purpose is to advertise a product or service, or to direct the public to a business or activity located on or off the premises are prohibited. Signs displayed on trucks, buses, or other vehicles, which are operated and stored in the normal course of a business, such as signs indicating the owner or business that are located on delivery trucks, moving vans, taxi cabs, livery vehicles, and rental trucks, are permitted, provided that the primary purpose of such vehicles is not the display of signs and that they are parked or stored in areas appropriate to their use as vehicles. Temporary or permanent signs resting on, or attached to, vehicles or trailers are prohibited.
- K.** The following types of signs that interfere with traffic are prohibited. Signs that:
 - 1. Obstruct free and clear vision at any street, intersection, parking lot entrance or exit, or driveway.
 - 2. Interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device because of its position, shape, or color.
 - 3. Make use of the words STOP, LOOK, DETOUR, DANGER, or any other word, phrase, symbol, or character in a manner that misleads, interferes with, or confuses traffic.
 - 4. Are illuminated in red, green, or amber color, so as to resemble a traffic signal in direct line of vision of a traffic signal
- L.** Temporary off-premise signs are prohibited.
- M.** Signs that constitute a hazard to safety or health by reason of inadequate design, construction, repair, or maintenance are prohibited.

24.9 TEMPORARY SIGNS

A. General Regulations for all Temporary Signs

- 1. All temporary signs require a sign permit unless specifically exempted by this section.
- 2. Temporary signs shall be related to on-premise services. Non-commercial messages are also permitted. Temporary off-premises signs are prohibited.
- 3. No temporary sign may be illuminated.
- 4. All temporary signs shall remain in good condition during the display period. Throughout the display period, corrective action shall be taken immediately should there be any problems with the appearance, condition, or maintenance of the sign and/or support hardware.
- 5. Temporary signs in the public right-of-way and on public buildings are prohibited unless permitted by this Ordinance or the City Code.

B. A-Frame Signs

A-frame signs are subject to the following:

- 1. A-frame signs are permitted for non-residential uses within the Historic Core, Historic Urban Neighborhood, Central Business District, and Commercial Center and Institutional Campus Districts.

2. A-frame signs are limited to six (6) square feet in area per sign face and five (5) feet in height.
3. The use of A-frame signs is limited to business hours only. Signs shall be stored indoors at all other times. A-frame signs shall not be used outdoors when high winds or heavy rain conditions exist.
4. Only one (1) A-frame sign is permitted per business. A minimum twenty (20) foot separation is required between all A-frame signs.
5. An A-frame sign shall be placed within fifteen (15) feet of the primary entrance of the business, and shall not interfere with pedestrian traffic or violate standards of accessibility as required by the ADA or other accessibility codes. If an A-frame sign is located within the public right-of-way, a lease of servitude is required.

C. Attention-Getting Devices

1. Attention-getting devices are permitted for non-residential uses in the Commercial Center and Institutional Campus and Centers for Industry Districts.
2. Attention-getting devices are limited to a display of fourteen (14) days when not related to a date specific or, if date specific, may be erected no earlier than five (5) days prior to the event plus the duration of the event and shall be removed within three (3) days after the event. Attention-getting devices may be erected on a zoning lot no more than four (4) times in a year and require a minimum of fourteen (14) days between display periods.
3. Attention-getting devices may not be erected or maintained in such a location or manner as may endanger the public safety, interfere with or obstruct pedestrian or vehicular travel, or create a traffic safety problem.
4. Attention-getting devices are not permitted within any public right-of-way.
5. As a condition of the issuance of a sign permit, requirements as to the material, manner of construction, and method of installation may be imposed to ensure the safety of the public.
6. Exterior laser light promotional displays require a sign permit and are subject to the following:
 - a. All such displays shall be designed and maintained so as to prevent beam rays of light from being directed at any portion of the traveled ways or adjoining property, and no light may be of such intensity or brilliance as to cause glare to or impair the vision of pedestrians, motorists, or aircraft pilots or passengers.
 - b. All light displays shall meet all federal guidelines.
 - c. In addition to the sign permit, operators shall obtain a special permit prior to the presentation of this type of advertisement. For each address, permits may be issued only twice a year with a minimum sixty (60) days interval between permits, and are limited to a display period of seven (7) consecutive days.

D. Banners (Temporary)

Temporary banners are subject to the following:

1. Temporary banners are permitted for any non-residential use.
2. Temporary banners are limited to thirty-two (32) square feet in area.
3. Only one (1) banner is permitted per lot of use.
4. No temporary banner may be located higher than the roofline of the building to which it is attached or, if attached to a permanent sign, higher than the sign. Encroachment into the public right-of-way is prohibited.
5. Temporary banners are limited to a display of fourteen (14) days when not related to a date specific or, if date specific, may be erected no earlier than five (5) days prior to the event plus the duration of the event and shall be removed within three (3) days after the event. Temporary banners are limited to four (4) display periods per year and require a minimum of fourteen (14) days between display periods.

E. Construction Signs

Construction signs identifying the architect, engineer, developer, and/or contractor allocated on the construction site are permitted in all districts, subject to the following:

1. Construction signs are limited to one (1) square foot of sign area for each two (2) feet of street frontage, not to exceed one-hundred (100) square feet in area. In the Historic Core Neighborhood, construction signs are limited to eight (8) square feet.
2. Construction signs are limited to eight (8) feet in height when installed as freestanding signs.
3. Construction signs may not be erected prior to approval of a development plan and are permitted to be displayed only when the actual construction work is in process or one (1) year, whichever is less.
4. Construction signs are limited to one (1) sign per street frontage.
5. A temporary residential subdivision sign, limited to one (1) square foot of sign area for each two (2) feet of street frontage, not to exceed one-hundred (100) square feet in area, is permitted announcing the development of a new residential subdivision of more than five (5) lots or involving new streets. A temporary residential subdivision sign is limited to a display period of one (1) year.

F. Garage/Yard Sale Signs

Temporary residential garage/yard sale signs are permitted in all districts and are exempt from sign permit requirements, subject to the following:

1. Temporary residential garage/yard sale signs may not exceed nine (9) square feet each.
2. Signs shall be posted no more than twenty-four (24) hours prior to the event and all signs shall be removed within twenty-four (24) hours after the event.
3. Signs may not be posted in the public right-of-way or off-premises.

G. Political and Non-Commercial Message Signs

Political and non-commercial message signs are permitted in all districts and are exempt from sign permit requirements subject to the following:

1. Signs are limited to six (6) square feet in area in residential districts and twenty (20) square feet in non-residential districts.
2. Signs may not be posted on any public property.
3. Signs posted on private property require the permission of the property owner.
4. When political signs refer to an election or referendum, that signs are limited to display no earlier than sixty (60) days prior to, and removed no later than ten (10) days after, the election or referendum to which the sign refers.

H. Real Estate Signs

Real estate signs are permitted in all districts and are exempt from sign permit requirements, subject to the following:

1. Real estate signs are limited to six (6) square feet in area and may only advertise the sale, rental, lease, or management of the premises upon which said signs are located. In the Historic Core Neighborhood, real estate signs are limited to two (2) square feet.
2. Real estate signs are limited to six (6) feet in height when installed as freestanding signs.
3. Real estate signs may not encroach into the public right-of-way.
4. Real estate signs shall be removed within forty-eight (48) hours of sale or lease.

I. Temporary Pole Signs

1. Temporary pole signs are permitted for any non-residential use.
2. Temporary pole signs are limited to twenty (20) square feet in area and six (6) feet in height.
3. All temporary pole signs shall be set back ten (10) feet from any property line.
4. Temporary pole signs are limited to a display of fourteen (14) days when not related to a date specific or, if date specific, may be erected no earlier than five (5) days prior to the event plus the duration of the event and shall be removed three (3) days after the event. Temporary pole signs are limited to four (4) display periods in a year.

J. Window Signs (Temporary)

Temporary signs affixed to the inside of a window or mounted within twelve (12) inches of the window are limited to no more than ten percent (10%) of the total window area and include all temporary and permanent window signs in this ten percent (10%).

24.10 EXEMPT PERMANENT SIGNS

The following permanent signs and sign alteration and maintenance activities are exempt from a sign permit, but are subject to the requirements of this section and this Article.

A. Flags

Flags of any government or governmental agency, nation, or any patriotic, religious, charitable, civic, educational or fraternal organization are exempt from sign permit requirements.

B. Memorial Plaques

Memorial plaques of bronze, brass, or other noncombustible material built into or attached to the wall of a structure are exempt from sign permit requirements. The memorial plaque may contain only the name of the building or structure, its use, the date of erection, names of the owner, architect or public official, or information commemorating a person or event. Memorial signs may also be cut into a masonry surface.

C. Miscellaneous Information Matter

Matter appearing on gasoline pumps, newspaper vending boxes and other vending machines, automatic teller machines, or matter appearing on or adjacent to entry doors and display windows such as PUSH, PULL, OPEN, CLOSED, hours of operation, credit cards accepted, and similar information are exempt from sign permit requirements. However, such information is counted in the total window sign area limitation. No audio or video components are permitted on gasoline pumps.

D. Municipal Signs

Traffic or other municipal signs, legal notices, railroad crossing signs, signs regulating vehicular or pedestrian traffic, or designating or giving direction to streets, schools, historic sites or public buildings, and such temporary emergency or non-advertising signs are exempt from sign permit requirements, but are subject to approval by the City Council.

E. Nameplates and Home Occupation Signs

Nameplates, which identify the individual or company who currently owns a structure, and home occupation signs identifying only the business name are exempt from sign permit requirements and are limited to one (1) square foot in area.

F. Parking Lot Information Signs

Parking lot information signs, such as "No Parking" or "Unauthorized users shall be towed," are exempt from sign permit requirements but may not exceed eight (8) square feet and shall be oriented to the parking area.

G. Warning Signs

Warning signs, such as "Beware of Dog," "No Trespassing," or "No Dumping" are exempt from sign permit requirements. Warning signs are limited to two (2) square feet in area per sign and no more than four (4) signs per lot.

H. Katrina Watermark Signs And Search and Rescue Signs

Katrina watermark signs and search and rescue signs are exempt from sign permit requirements.

24.11 ATTACHED PERMANENT SIGNS

The following attached permanent signs in all districts, except for the Historic Core Districts, require a sign permit and are subject to the requirements of this section and this Article. The Historic Core Neighborhood is regulated by Section 24.13.

A. Awning, Canopy, and Under-Gallery Signs

Awnings and canopies that are considered an architectural feature of a structure and are not used for identifying the premises or the goods and/or services sold on the premises are not considered a sign. Awnings and canopies that only identify the address of the structure or are used as part of the front entrance treatment are not considered signs. Awnings and canopies used as signs are subject to the following regulations:

1. Awning and canopy signs are permitted for multi-family residential and non-residential uses in any district.
2. All awning or canopy signs shall maintain a minimum clearance of seven (7) feet. Awnings and canopies may not extend beyond a point two (2) feet from the curb line.
3. Printing on any individual awning or canopy is limited to thirty percent (30%) of the surface of any side of an awning or canopy.
4. Back-lit awnings and canopies are prohibited.
5. Awning and canopy signs shall be securely attached to and supported by a building. All frames and supports shall be made of metal or similar rigid material. Frames and supports may not be made of wood or plastic.
6. Under-awning, under-canopy, and under-gallery signs are permitted additions to awnings, canopies and galleries for non-residential uses, subject to the following regulations.
 - a. Under-awning, under-canopy signs, and under-gallery signs shall be attached to the underside of an awning, canopy, or gallery and cannot project beyond the awning, canopy, or gallery.
 - b. Under-awning, under-canopy signs, and under-gallery signs shall maintain a minimum clearance of seven (7) feet.
 - c. A maximum of one (1) under-awning, under-canopy signs, and under-gallery sign is permitted per business establishment with frontage on the street where the awning, canopy, or gallery is installed.
 - d. Under-awning, under-canopy signs, and under-gallery signs are limited to three (3) square feet.
 - e. Under-awning, under-canopy signs, and under-gallery signs shall be securely fixed to the awning, canopy or gallery with metal supports.

7. All awnings or canopies shall comply with the following design standards:
 - a. Awnings and canopies shall be compatible in material and construction to the style and character of the structure and compatible with the overall color scheme of the façade.
 - b. Awnings shall be generally aligned with others nearby in order to maintain a sense of visual continuity.
 - c. Awnings and canopies shall fit the opening of the structure and positioned so that distinctive architectural features remain visible.

B. Directory Signs

Multi-tenant non-residential developments are permitted one (1) directory sign of no more than twelve (12) square feet in area, which shall be wall-mounted. No illumination is permitted.

C. Marquee

Marquee signs are permitted in the Commercial Center and Institutional Campus and Central Business District Districts subject to the following:

1. No marquee may extend beyond the curb line.
2. Marquees are limited to the width of the building entrance with an additional five (5) feet on each side of the entrance permitted.
3. Marquees are permitted to construct a projecting sign above the roof of the marquee, subject to the requirements for a projecting sign in the applicable district.
4. All marquees, including the anchor bolts, supports, rods, and braces, shall be designed by a structural engineer and approved by the Director of Safety and Permits. Marquees shall be supported solely by the building to which they are attached and no columns or posts are permitted as support.
5. The roofs of all marquees shall be used for no other purpose than to form and constitute a roof. A marquee shall be a minimum of seven (7) feet above the sidewalk.

D. Projecting Sign

1. Projecting signs are permitted for non-residential uses in the districts indicated in Table 24-1: Projecting Signs. Table 24-1 also contains sign area maximums for projecting signs. Projecting signs are permitted a maximum of two (2) sign faces. Only one (1) projecting sign is permitted per ground floor business establishment.
2. Projecting signs shall not project more than two (2) feet from the curb line, as measured from the building to which they are attached. No projecting sign may project more than four (4) feet from the building face to which it is attached.
3. The bottom of any projecting sign shall be at least seven (7) feet above the sidewalk. No projecting sign affixed to a building may project higher than the building height, including the sign support structure.

4. No projecting sign may be secured with wire, strips of wood or nails and may not be hung or secured to any other sign. Any movable part of a projecting sign, such as the cover of a service opening, shall be securely fastened by chains or hinges.

TABLE 24-1: PROJECTING SIGNS		
DISTRICT	PROJECTING SIGN PERMITTED	PROJECTING SIGN MAXIMUM AREA
OPEN SPACE DISTRICTS		
ALL DISTRICTS	No	
RURAL DEVELOPMENT DISTRICTS		
R-RE	No	
M-MU	Yes	8sf
HISTORIC URBAN NEIGHBORHOOD		
HU-RS1, HU-RD2, HU-RD2, HU-RM1, HU-RM2	No	
HU-B1A	Yes	8sf
HU-B1	Yes	8sf
HU-MU	Yes	12sf
SUBURBAN NEIGHBORHOOD		
S-RS1, S-RD1, S-RM1, S-RM2, S-LRS1, S-LRS2, S-LRS3, S-LRD1, S-LRD2, S-LRM1, S-LRM2	No	
S-B1, S-B2, S-LB1, S-LB2, S-LC	Yes	12sf
S-LP	No	
S-LM	Yes	12sf
COMMERCIAL CENTER & INSTITUTIONAL CAMPUS DISTRICTS		
C-1	Yes	24sf
C-2	Yes	32sf
C-3	Yes	44sf
MU-1	Yes	44sf
MU-2	Yes	44sf
EC	Yes	32sf
MC	Yes	32sf
MC	Yes	44sf
LS	Yes	44sf
CENTER FOR INDUSTRY		
LI	Yes	44sf
HI	Yes	44sf
MI	Yes	44sf
BIP	Yes	44sf
CENTRAL BUSINESS DISTRICT		
CBD-1	Yes	32sf
CBD-2	Yes	32sf
CBD-3	Yes	32sf
CBD-4	Yes	32sf
CBD-5	Yes	32sf
CBD-6	Yes	32sf

E. Multi-Family Identification Sign (Attached)

One (1) multi-family identification sign is permitted per multi-family use identifying the name of the development and address, whether wall-mounted or freestanding. Multi-family identification signs are limited to twenty-four (24) square feet in area.

F. Wall Sign

1. Wall signs shall be safely and securely attached to the building wall no less than seven (7) feet above the ground. Wall signs shall be affixed flat against the building wall and shall not project more than eighteen (18) inches from the building wall.

2. No wall sign affixed to a building, including sign support structure, may project beyond the ends or top of the wall to which it is attached. On existing structures, a parapet wall shall not be constructed for the sole purpose of increasing the allowable height of a wall sign. For new construction, when a sign is to be mounted on a parapet wall, that parapet wall shall be consistent with the architectural design of the structure, including building materials. Wall signs may not be attached to un-reinforced masonry parapets. Wall signs shall not cover windows, doors, or architectural features.
3. Wall signs shall be constructed of wood or metal, or may be painted on a structure.
4. Gooseneck reflectors or similar external lighting are permitted on all wall signs provided the reflectors concentrate the illumination upon the area of the sign face only. Wall signs may also be internally illuminated.
5. The maximum size of a wall sign is established at one (1) square foot per linear foot of building frontage, subject to the following:
 - a. For an interior lot, the maximum size of a wall sign is established as measured along the building frontage at the front lot line, with a minimum of twenty (20) square feet permitted.
 - b. For a corner lot, the maximum size of a wall sign located on each building wall is measured along the building frontage along the front or corner side lot line of that building wall, with a minimum of twenty (20) square feet permitted for each sign. The size of a wall sign on each side of the building is limited to the square footage calculated on that side only. In no case may the square footage permitted for the building wall located along the front lot line and the square footage permitted for the building wall located along the corner side lot line be combined to create a larger sign on a wall other than that permitted on each individual wall.
 - c. In a multi-tenant structure, the maximum size of a wall sign for each tenant is measured along each individual business frontage, with a minimum of twenty (20) square feet permitted for a wall sign for each tenant. In no case, may the total amount of wall signs on the structure exceed the multiplier times the linear foot of total business frontage or the sum total of twenty (20) square feet per tenant, whichever is greater. If a multi-tenant structure is located on a corner lot, the maximum size of the wall sign located along the corner lot line is measured along the building frontage along the corner lot line, with a minimum of twenty (20) square feet permitted.

G. Window Sign (Permanent)

1. Window signs are permitted for all non-residential uses.
2. All window signs, temporary or permanent, including neon window signs and neon tubing, are limited to ten percent (10%) of the surface of the total window area. Window area is counted as a continuous surface until divided by an architectural or structural element. Mullions are not considered an element that divides window area.

24.12 DETACHED PERMANENT SIGNS

The following detached permanent signs in all districts, except for the Historic Core Districts, require a sign permit and are subject to the requirements of this section and this Article. The Historic Core Districts are regulated by Section 24.13.

A. Billboards

Billboards are regulated by the provisions of Section 24.14 below.

B. Bulletin Board Signs

Bulletin board signs are permitted for open space, institutional, and governmental uses subject to the following:

1. Bulletin boards are limited to twenty (20) square feet in area.
2. Bulletin boards are limited to six (6) feet in height.
3. Bulletin boards shall be setback five (5) feet from any lot line.
4. Only one (1) bulletin board is permitted per lot.
5. Bulletin boards may be internally or externally illuminated.

C. Parking Lot Directional, Parking Area Identification, and Menu Board Signs

1. Parking Lot Directional Signs

a. All Parking Lot Directional Signs

- i. Parking lot directional signs may identify the use only by means of a logo, shape, or color with the exception of words such as ENTRANCE or EXIT. Directional signs shall be located entirely on the property to which they pertain and only identify restrooms, public telephone, walkways, parking lot entrances and exits, and features of a similar nature.
- ii. Parking lot directional signs may not encroach into the public right-of-way.
- iii. Parking lot directional signs may not be illuminated.

b. Parking Lot Directional Signs for Multi-Family Residential Use

- i. A maximum of two (2) parking lot directional signs are permitted for the parking areas of multi-family residential uses.
- ii. Parking lot directional signs are limited to a maximum height of five (5) feet and a maximum sign area of five (5) square feet.

c. Parking Lot Directional Signs for Non-Residential Uses

- i. One (1) parking lot directional sign is permitted for each driveway access from a public street. One (1) additional directional sign is permitted for each intersection of driveways within a site, to identify traffic routing, entrances and services, such as drive-in lanes.

- ii. Parking lot directional signs are limited to a maximum height of six (6) feet and a maximum sign area of ten (10) square feet.

2. Parking Area Identification Signs

- a. A public parking area is permitted one (1) freestanding parking area identification sign per street frontage having a maximum height of fifteen (15) feet and a maximum sign area of fifteen (15) square feet. Accessory parking lots for principal uses that are not located on the same lot as the principal use are also permitted a parking area identification sign subject to these same requirements.
- b. Parking area identification signs may be internally illuminated only.
- c. No other sign for the parking area use is permitted.
- d. The contents of parking area identification sign are limited to the following information:
 - i. Name of parking lot operator, either by letter or symbol (logo) or both.
 - ii. Nature of parking lot (monthly, daily, hourly, etc.)
 - iii. Rate information, limited to thirty percent (30%) of sign area.
 - iv. Informational signs about the parking lot, such as “reserved” and “unauthorized users will be towed,” are allowed but shall be oriented to the parking lot and limited to eight (8) square feet each.

3. Menu Board Signs

Drive-through establishments are permitted two (2) menu board signs per drive through lane, constructed as monument sign, no more than forty (40) square feet in sign area, no more than six (6) feet in height and no less than twenty (20) feet from any lot line. Menu boards may be internally illuminated or designed as an electronic message sign.

D. Freestanding Signs

- 1. Freestanding signs are permitted for non-residential uses in the districts indicated in Table 24-2: Freestanding Signs. Table 24-2 also contains sign area and sign height maximums for freestanding signs. In certain districts, only monument signs may be permitted. Only one (1) freestanding sign is permitted per street frontage. Where bulletin board signs are permitted, such sign will count as a freestanding sign.
- 2. No part of a freestanding sign may project or otherwise encroach into a public right-of-way. All freestanding signs shall be setback five (5) feet from any lot line.
- 3. Freestanding monument signs may be internally or externally illuminated. Freestanding pole signs may only be internally illuminated.
- 4. All freestanding pole signs shall be securely built, constructed and erected upon posts that are sunk below the natural surface in a manner that will prevent the sign from overturning.

TABLE 24-2: FREESTANDING SIGNS						
	MONUMENT SIGN			POLE SIGN		
DISTRICT	MONUMENT SIGN PERMITTED	MONUMENT SIGN MAXIMUM AREA	MONUMENT SIGN PERMITTED HEIGHT	POLE SIGN PERMITTED	POLE SIGN MAXIMUM AREA	POLE SIGN PERMITTED HEIGHT
OPEN SPACE DISTRICTS						
ALL DISTRICTS	Yes	32sf	6'	Yes	16sf	15'
RURAL DEVELOPMENT DISTRICTS						
ALL DISTRICTS	Yes	32sf	6'	No		
HISTORIC URBAN NEIGHBORHOOD						
HU-RS1, HU-RD2, HU-RD2, HU-RM1, HU-RM2	Yes	32sf	6'	No		
HU-B1A	No			No		
HU-B1	No			No		
HU-MU	Yes	32sf	6'	No		
SUBURBAN NEIGHBORHOOD						
S-RS1, S-RD1, S-RM1, S-RM2, S-LRS1, S-LRS2, S-LRS3, S-LRD1, S-LRD2, S-LRM1, S-LRM2	Yes	32sf	6'	No		
S-B1, S-B2, S-LB1, S-LB2, S-LC	Yes	32sf	6'	No		
S-LP	Yes	32sf	6'	No		
S-LM	Yes	32sf	6'	No		
COMMERCIAL CENTER & INSTITUTIONAL CAMPUS DISTRICTS						
C-1	Yes	32sf	6'	Yes	32sf	20'
C-2	Yes	44sf	6'	Yes	32sf	20'
C-3	Yes	44sf	6'	Yes	32sf	20'
MU-1	Yes	44sf	6'	No		
MU-2	Yes	44sf	6'	No		
EC	Yes	44sf	6'	Yes	32sf	20'
MC	Yes	44sf	6'	Yes	32sf	20'
MS	Yes	44sf	6'	Yes	32sf	20'
LS	Yes	44sf	6'	Yes	32sf	20'
CENTER FOR INDUSTRY						
LI	Yes	44sf	6'	Yes	50sf	25'
HI	Yes	44sf	6'	Yes	50sf	25'
MI	Yes	44sf	6'	Yes	50sf	25'
BIP	Yes	44sf	6'	Yes	32sf	20'
CENTRAL BUSINESS DISTRICT						
CBD-1	Yes	44sf	6'	No		
CBD-2	Yes	44sf	6'	No		
CBD-3	Yes	44sf	6'	No		
CBD-4	Yes	44sf	6'	No		
CBD-5	Yes	44sf	6'	No		
CBD-6	Yes	44sf	6'	No		

E. Residential Development Signs

1. Multi-Family Identification Sign

- a. One (1) multi-family identification sign is permitted per multi-family use identifying the name of the development and address, wall-mounted, or freestanding.
- b. Multi-family identification signs are limited to twenty-four (24) square feet in area.
- c. Freestanding signs are limited to six (6) feet in height. Monument signs are preferred when a freestanding structure is used.

2. Residential Subdivision Identification Sign

- a. One (1) residential subdivision identification sign is permitted per subdivision development of five (5) residential lots or more. Residential subdivision identification signs are permitted only in the Suburban Neighborhood Districts.
- b. Residential subdivision identification signs are limited to thirty-two (32) square feet in area and six (6) feet in height. Residential subdivision identification signs shall be located five (5) feet from any lot line.

24.13 PERMANENT SIGNS – HISTORIC CORE NEIGHBORHOOD

The following attached and detached permanent signs require a sign permit in the Historic Core Neighborhood Districts and are subject to the requirements of this section and this Article.

A. Awnings and Canopies

Awnings and canopies that are considered an architectural feature of a structure and are not used for identifying the premises or the goods and/or services sold on the premises are not considered a sign. Awnings and canopies used as signs are subject to the regulations of Section 24.11.A with the exception of the following modifications in the Historic Core Neighborhood Districts:

1. Printing on an awning or canopy is limited to letters no more than twelve (12) inches in height and a maximum amount of printed area of eight (8) square feet.
2. Under-awning and under-canopy signs are not permitted.

B. Billboards

Billboards are regulated by the provisions of Section 24.14 below.

C. Bulletin Board Signs

Bulletin board signs are permitted for open space, institutional and governmental uses and are subject to the regulations of Section 24.12.C with the exception that bulletin boards are limited to eight (8) square feet in area.

D. Directory, Parking Lot Directional, Parking Area Identification, and Menu Board Signs

1. Directory Signs

Directory signs are prohibited.

2. Parking Lot Directional Signs

Parking lot directional signs are subject to the regulations of Section 24.12.C.

3. Parking Area Identification Signs

Parking lot directional signs are subject to the regulations of Section 24.12.C.

4. Menu Board Signs

Menu board signs are prohibited.

E. Freestanding Signs

Freestanding signs are prohibited.

F. Residential Development Signs

1. Multi-Family Identification Sign

Multi-family identification signs are permitted but are limited to eight (8) square feet in area and shall be wall-mounted.

2. Residential Subdivision Identification Sign

Residential subdivision identification signs are prohibited.

G. Wall Sign, Window Sign, and Projecting Sign

1. Projecting Sign General Regulations

- a. Projecting signs shall not project more than two (2) feet from the curb line, as measured from the building to which they are attached. No projecting sign may project more than four (4) feet from the building face to which it is attached.
- b. The bottom of any projecting sign shall be at least seven (7) feet above the sidewalk. No projecting sign affixed to a building may project higher than the building height, including the sign support structure.
- c. No projecting sign may be secured with wire, strips of wood or nails or hung or secured to any other sign. Any movable part of a projecting sign, such as the cover of a service opening, shall be securely fastened by chains or hinges.
- d. Projecting signs are permitted a maximum of two (2) sign faces.

2. Wall Sign General Regulations

- a. Wall signs shall be safely and securely attached to the building wall at no less than seven (7) feet above the ground. Wall signs shall be affixed flat against the building wall and shall not project more than eighteen (18) inches from the building wall.

- b. No wall sign affixed to a structure, including sign support structure, may project beyond the ends or top of the wall to which it is attached. On existing structures, a parapet wall shall not be constructed for the sole purpose of increasing the allowable height of a wall sign. For new construction, when a sign is to be mounted on a parapet wall, that parapet wall shall be consistent with the architectural design of the building, including building materials. Wall signs may not be attached to un-reinforced masonry parapets. Wall signs shall not cover windows, doors or architectural features.
- c. Wall signs shall be constructed of wood or metal.

3. Sign Area, Number and Location Regulations

a. General Requirement

The sign area, number and location regulations for wall signs, window signs, and projecting signs for non-residential uses in the Historic Core Neighborhood Districts are subject to the following regulations. The location and size of all signs are subject to prior approval by the Vieux Carré Commission.

- i. Zoning Districts Group One includes the following districts: VCC-1, VCC-2, VCS, VCE-1, VCP, HMC-1, HMC-2, and HM-MU Districts.
- ii. Zoning Districts Group Two includes the following districts: VCE District.

b. Zoning Districts Group One

The following regulations apply to non-residential uses in the following districts: VCC-1, VCC-2, VCS, VCE-1, VCP, HMC-1, HMC-2, and HM-MU Districts.

- i. Only one (1) sign, whether wall, window, or projecting, is permitted for each business establishment.
- ii. No more than fifty percent (50%) of the area of any wall, window, or projecting sign may be used to advertise products or commodities sold on the premises.
- iii. Wall and window signs are permitted thirty (30) square inches of sign area for each one (1) foot of street frontage. Where there is more than one (1) business establishment on a lot with street frontage in excess of fifty (50) feet, the total sign area may be increased one (1) square foot for each ten (10) feet of street frontage. However, no one (1) sign may exceed eight (8) square feet in area.
- iv. Projecting signs are permitted sixty (60) square inches of sign area for each foot of lot frontage. The area of a projecting sign is the sum of the areas of both faces. No projecting sign may exceed a total for both sign faces of sixteen (16) square feet.
- v. Where two (2) or more businesses are conducted on the premises of single ownership having a street frontage of twenty-five (25) feet or less, the allowable sign area may be increased by fifty percent (50%). However, the increased sign area is the total maximum sign area permitted for the entire property and are not interpreted to be the permitted sign area for each sign.

c. Zoning Districts Group Two

The following regulations apply to non-residential uses in the VCE District.

- i. No sign may interfere with the integrity of the building. No sign may cover any window, door or other architectural detail.
- ii. Each establishment is permitted one (1) category sign and one (1) inventory sign in the form of a wall, window or projecting sign. A category sign is defined as a sign that identifies the name and/or address of the business and may include the category of business. A category sign may be a wall, window, or projecting sign. An inventory sign is defined as a sign that identifies the products, services, and/or prices of the business. An inventory sign shall be a wall sign.
- iii. One (1) category sign may be erected for each business operated on the site with public space immediately behind the facade of the premises. The allowable sign area for a category sign is computed at eight percent (8%) of the public space area of the Bourbon Street facade measured by the height times the base. Height is defined as the distance between the floor and ceiling where they intersect the Bourbon Street facade. Base is defined as the linear footage fronting on Bourbon Street. However, no category sign may exceed fifty (50) square feet in area if double-faced or twenty-five (25) square feet in area if single-faced. The following restrictions on sign area calculation apply:
 - (A) The only portion of the facade of a building to be used to calculate the sign area is that portion immediately behind the front façade used to invite the occupancy of the public, therefore excluding warehouse, storage, office, and similar ancillary uses as well as halls, stairways, and other common passages.
 - (B) Business operations at upper floors may not consider any doorway or other access at the street level as part of the area of the Bourbon Street facade.
- iv. Each business is permitted one (1) inventory sign which is a single-faced wall or window sign limited to a maximum sign area of two (2) square feet. No more than thirty (30) square inches may be used to identify the name or type of the business.
- v. No sign may be erected above the first floor level of any building. Category and inventory signs of businesses other than those operated on the first floor fronting on Bourbon Street may erect allowable signs at the doorway, carriage way or other ground floor access to the business premises.

d. Retail Facilities in the VCS and VCS-1 Districts

The following regulations apply to signs in the VCS and VCS-1 Districts but only for a retail center owned or controlled by a single entity, not anchored by a major department store, unified by specific architectural theme and consisting of a major public or private space, with more than 55,000 square feet of enclosed gross leasable area devoted primarily to diverse retail, food and entertainment facilities:

- i. Main building: One (1) sign identifying building's name not to exceed 150 square feet.
- ii. Tenants: One (1) square foot of signage per lineal foot of building with or tenant space width along the wall which faces the street on which the business has its

main address. The signage is limited to those uses on the ground floor. In addition, tenants on interior and upper floor may utilize canopy hanging (blade) signs. These signs may not exceed (8) square feet.

- iii. Final locations on signs shall be determined by the Vieux Carre Commission.

24.14 BILLBOARDS

All billboards shall comply with the following requirements.

A. Billboard Permit

Requests for permits for the construction or erection of new billboards or for any alteration to existing billboards are subject to the following requirements.

1. A billboard permit application provided by the Director of the Department of Safety and Permits shall be submitted, together with:
 - a. Three (3) paper sets of drawings (one (1) to be returned to the applicant), and one (1) electronic submission in a format to be determined by the Director of the Department of Safety and Permits.
 - b. A portfolio of photographs of the site and its environs including all site elevations in both print and electronic format.
 - c. Specifications (one (1) set to be returned to the applicant) as may be necessary to fully advise and acquaint the Director of the Department of Safety and Permits with the location, manner of construction, materials, manner of support, manner of illumination (if any), the number of sign faces, and the proposed alteration.
2. All billboards that are electrically illuminated by any means require a separate electrical permit and inspection.
3. Each billboard shall be clearly and permanently marked with the correct permit number and name of the person(s), firm(s) or owner(s) of the sign(s). Each sign face is required to display a nameplate and a sign permit identification plate.
4. Notwithstanding all other provisions of these regulations, the person(s), firm(s) or owner(s) of the sign(s) shall annually submit an inventory of all current billboards to the Director of the Department of Safety and Permits along with all requirements of the billboard permit, in order to maintain control over such signs in New Orleans. Inventory shall include GPS coordinates of all current billboards.

B. Billboard Locations

1. Allowed Locations

Billboards are permitted in the districts indicated in Table 24-3 Permitted Billboard Locations. However, if any of these locations are within those areas identified as prohibited billboard locations in Paragraph 2 below, billboards are prohibited.

TABLE 24-3: PERMITTED BILLBOARD LOCATIONS			
DISTRICT	BILLBOARD PERMITTED	SPACING ALONG FREEWAYS & INTERSTATE HIGHWAYS	SPACING ALONG NON-FREEWAY ROADWAYS
OPEN SPACE DISTRICTS			
ALL DISTRICTS	No		
RURAL RESIDENTIAL DISTRICTS			
ALL DISTRICTS	No		
HISTORIC CORE NEIGHBORHOOD			
ALL DISTRICTS	No		
HISTORIC URBAN NEIGHBORHOOD			
ALL DISTRICTS	No		
SUBURBAN NEIGHBORHOOD			
ALL DISTRICTS	No		
COMMERCIAL CENTER & INSTITUTIONAL CAMPUS DISTRICTS			
C-1	No		
C-2	Yes	1 billboard every 1,000 linear feet on either one side of the roadway or the other, but not both sides	1 billboard every 500 linear feet on either one side of the roadway or the other, but not both sides
C-3	Yes	1 billboard every 1,000 linear feet on either one side of the roadway or the other, but not both sides	1 billboard every 500 linear feet on either one side of the roadway or the other, but not both sides
MU-1	No		
MU-2	No		
EC	No		
MC	No		
MS	No		
LS	No		
CENTER FOR INDUSTRY			
LI	Yes	1 billboard every 1,000 linear feet on either one side of the roadway or the other, but not both sides	1 billboard every 1,000 linear feet on either one side of the roadway or the other, but not both sides
HI	Yes	1 billboard every 1,000 linear feet on either one side of the roadway or the other, but not both sides	1 billboard every 1,000 linear feet on either one side of the roadway or the other, but not both sides
MI	No		
BIP	No		
CENTRAL BUSINESS DISTRICTS			
CBD-1	No		
CBD-2	No		
CBD-3	No		
CBD-4	No		
CBD-5	No		
CBD-6	No		

2. Prohibited Locations

No billboard may be erected, constructed, altered, maintained, or relocated within the following area:

- a. Within five-hundred (500) front feet of any residential zoning district on the same side of the street.
- b. Within any design review corridor identified in Article 18.
- c. Within all views of the Vieux Carré and St. Louis Cathedral from both sides of the Mississippi River.

- d. Within the Mississippi River corridor, interpreted as views from any point on the river.
- e. St. Claude Avenue and North Robertson Street westbound, from Deslonde Street to Poland Avenue, and Clouet Street to Franklin Avenue (all views along riverside of roadway).
- f. Franklin Avenue southbound, at all grade separations (all views along southwestern side of roadway).
- g. Loyola Avenue traveling downtown between Simon Bolivar and Poydras Street.
- h. Tchoupitoulas Street, Camp Street, Carondelet Street, Oretha Castle Haley Boulevard/O'Keefe Avenue traveling downtown between Martin Luther King, Jr. Boulevard/Melpomene.
- i. Orleans Avenue/Basin Street traveling uptown between Claiborne Avenue and Canal Street.
- j. The eastbound Airline Highway/Tulane Avenue approach from the Jefferson Parish line to Carrollton Avenue.
- k. The eastbound Earhart Expressway approach between the Jefferson Parish line and the CBD.
- l. The eastbound I-10 approach between the high-rise bridge and the Pontchartrain Expressway interchange.
- m. The westbank approach to the Crescent City Connection and the Pontchartrain Expressway from the DeGaulle entrance ramp to the Claiborne Avenue/I-10 interchange.

C. Billboard Standards

- 1. The height of billboards is limited to twenty-five (25) feet above the roadbed toward where the advertising is directed. Billboards adjacent to grade separated/elevated roadways are permitted to measure the twenty-five (25) foot height from the roadbed crown to the tallest projection of the structure. This measurement is taken at a perpendicular angle between the grade separated/elevated roadway and the sign location.
- 2. The area of billboards is limited to six hundred seventy-two (672) square feet of advertising surface on one side.
- 3. Billboards shall be separated from other billboards along either side of the same street by a minimum distance of one thousand (1,000) feet.
- 4. Billboards shall be setback from all property lines a minimum of five (5) feet.
- 5. Electronic billboards are permitted subject to the following:
 - a. Only one (1) electronic billboard is permitted per lot.
 - b. Electronic billboards shall be separated from other electronic billboards along either side of the same street a minimum distance of one thousand (1,000) feet.

- c. Each message or image displayed on a electronic billboard shall be static or depicted for a minimum of eight (8) seconds. Animation, streaming video, and images that move or give the appearance of movement are prohibited.
 - d. No illumination from any electronic billboard may glare into any residential premises or interfere with the safe movement of motor vehicles on public thoroughfares.
 - e. An electronic billboard shall not exceed a maximum illumination of six-thousand (6,000) nits during daylight hours, and a maximum illumination of five-hundred (500) nits between dusk and dawn, as measured from the sign's face at maximum brightness. All electronic billboards shall have ambient light monitors, which automatically adjust the brightness level of the digital sign based on ambient light conditions.
 - f. No nonconforming billboard may be converted to an electronic billboard.
6. No billboard may have audio speakers or any audio component.

D. Variance of Billboard Standards

Applications for any variance to the requirements of this section shall be accompanied by the following:

- 1. A development plan.
- 2. A portfolio of photographs of the site and its environs, including all site elevations in both print and electronic format.
- 3. Specifications and (3) paper sets of drawings and one (1) electronic submission of the proposed billboard.
- 4. Any other information, either written or graphic, as required by the Board of Zoning Adjustments to aid in their decision process.

E. New Orleans Billboard Report

The person(s), firm(s) or owner(s) of all billboards within the City of New Orleans shall annually submit an inventory, including a site plan showing the location of the billboard with GPS coordinates, a photograph of the billboard, a description of the size and type of billboard, and all contact information for the owner of such billboard, along with all requirements of the billboard permit to the Director of the Department of Safety and Permits in order to maintain control over such signs in New Orleans.

24.15 CLASSIC SIGNS

A. Eligibility

- 1. Any person or the City may apply for designation of an existing sign, as of the date of adoption of this Ordinance, as a classic sign. Classic signs are exempt from area, setback, height, lighting, movement, flashing, placement, type, content, placement and construction materials requirements of this Ordinance.
- 2. To qualify for designation as a classic sign, the sign shall:
 - a. Be at least twenty-five (25) years old or an exact replica of an original sign where the combined age of the duplicate and original sign is at least twenty-five (25) years.

- b. Possess unique physical design characteristics, such as configuration, message, color, texture, etc.
 - c. Be of significance to the city, regardless of the use identified by the sign.
3. A sign designated a classic sign may remain on the premises even if the original use to which the sign relates is no longer located on the premises.
4. No designated classic sign may be converted into a billboard.

B. Application

1. An application for classic sign status shall include plans for sign maintenance, renovation, or possible reconstruction. A classic sign application may also be submitted by the Historic District Landmarks Commission, City Council, or City Planning Commission.
2. Application for classic sign status shall be made to the Historic District Landmarks Commission, who will schedule a public hearing, where the applicant presents classic sign recommendations to the Historic District Landmarks Commission.
3. The Historic District Landmarks Commission may approve or deny the application within sixty (60) days of the public hearing.
4. The applicant may appeal a decision of the Historic District Landmarks Commission to the City Council within thirty (30) days of notification of the decision.

C. Maintenance

The owner of a classic sign shall ensure that the sign is not structurally dangerous, a fire hazard, an electrical shock hazard, or any other kind of hazard. Classic signs may be rebuilt if damaged.

D. Designated Classic Signs

The signs identified in Table 24-3: Designated Classic Signs are deemed to be of special significance in the City and are, therefore, designated classic signs and exempt from the provisions of this Ordinance:

Table 24-3: Designated Classic Signs	
Sign/Business	Address
American Beauty	1001 S. Broad Street
Angelo Brocato	214 N. Carrollton Ave
Blue Plate Fine Foods/Lofts	1315 S. Jefferson Davis Pkwy
Buds Broiler	500 City Park Avenue
Carver Theater	2101 Orleans Avenue
Casamentos	4330 Magazine Street
City Wholesale Liquor	4340 Washington Avenue
Civic Theater	547 Baronne Street
Commanders Palace	1403 Washington Avenue
Crescent City Steaks	1001 N. Broad Avenue
Crescent Palms Motel	3923 Martin Luther King Blvd
Dixie Brewery	2401 Tulane Avenue
Doerr Furniture	914 Elysian Fields Avenue
Falstaff Brewery	2600 Gravier Street
Fischers Loans	100 S. Rampart Street
Half Moon	1901 Sophie Wright Place
Handelman's	1824 Oretha Castle Haley Blvd
Hotel Monteleone	214 Royal Street
Joy Theater	1200 Canal Street
Kolbs Restaurant	125 St. Charles Avenue
Masons Motel	2309 S. Claiborne Avenue
Meisel's Fabrics	8219 Oak Street
Meyer the Hatter	120 St. Charles Avenue
Palace Cafe	605 Canal Street
Q Lee Laundry	1629 Basin Street
Snadpiper Lounge	2119 Louisiana Street
Standard Life Insurance	1530 N. Claiborne Avenue
Ted's Frostop	3100 Calhoun Street
The Half Shell/ Picadilly Lounge	111 University Place
The Pearl	119 St. Charles Avenue
Venezia	134 N. Carrollton Avenue
Walgreen's	900 Canal Street
Woodward Wight	344 St. Joseph Street